

# INSIDER

May 2010

visit  
**MYRTLE BEACH**  
SOUTH CAROLINA

## MYRTLE BEACH CREATES PROMOTIONS AND PARTNERSHIPS WITH NATIONAL MEDIA AND BRANDS

by Kimberly Miles, public relations manager

There are many different strategies that go into marketing a destination or brand. The Myrtle Beach Area CVB uses traditional means of advertising as well as proactive media relations in order to attract visitation to the Myrtle Beach area. Another way to unite marketing and public relations which has become an increasingly popular tool for destinations is the use of promotions and brand partnerships. Here are just a few examples of how the Myrtle Beach area CVB has recently used promotions and partnerships to generate publicity and awareness.

### Fandango.com

The Myrtle Beach Area CVB recently partnered with the popular movie ticket seller to do an "Escape to Myrtle Beach" sweepstakes giveaway. The CVB provided a five night stay at a beach house, meals and airfare for the winner. The sweepstakes was promoted on the Fandango.com Web site, in their e-news and on movie landing pages. Myrtle Beach received an exposure value of \$103, 023 with a total ROI of 30:1.



### Woman's Day Magazine

The Myrtle Beach Area CVB worked with Woman's Day magazine on an opportunity for a hotel partner to be featured in

an online sweepstakes. The giveaway ran from February through April 2010 for a four night stay in Myrtle Beach along with other add-ons. The ad value of the promotion was \$80,000 and the site garnered approximately 1 million hits during the promotional period.

### The Chris Roberson Travel Show

Every Saturday morning, Chris Roberson takes listeners on a one-hour journey to some of the most wonderful travel locations on the planet. His travel radio program runs separately on two radio stations in Ontario, Canada and Montreal. The Myrtle Beach Area CVB brought Roberson's travel show to Myrtle Beach in early March 2010 to coincide with new direct service from Toronto to Myrtle Beach on Porter Airlines. Prepromotion of the radio show also ran online and on two radio stations in Canada. Two Myrtle Beach vacations were also given away on the program. Roberson and his family also spent a few extra days in Myrtle Beach getting familiar with the area in order to write a feature story on his Web site. The total media value of The Chris Roberson Travel Show was \$35,055 and reached more than 600,000 people.



### Tropical Smoothie Café

The Myrtle Beach Area CVB recently formed a partnership with the national company Tropical Smoothie Café for promotion of Myrtle Beach and May events. Tropical Smoothie Café used their Facebook page to create a contest asking for followers to name their lemonade smoothie trio in exchange for a Myrtle Beach vacation. Myrtle Beach also appeared in stores on signage after the contest in April 2010.



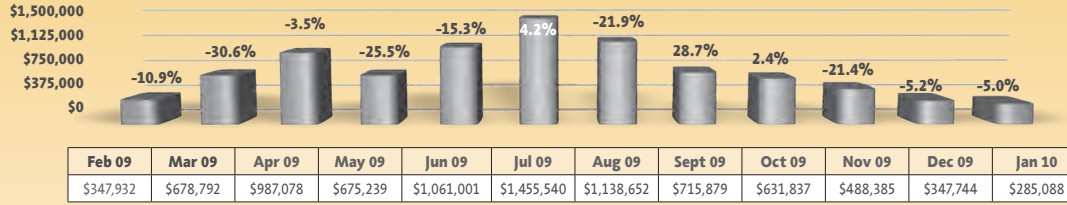
### 'Let's Make a Deal' TV Show



"Let's Make a Deal," hosted by Emmy Award-winner Wayne Brady is the second game show on CBS's top-rated daytime line-up. The

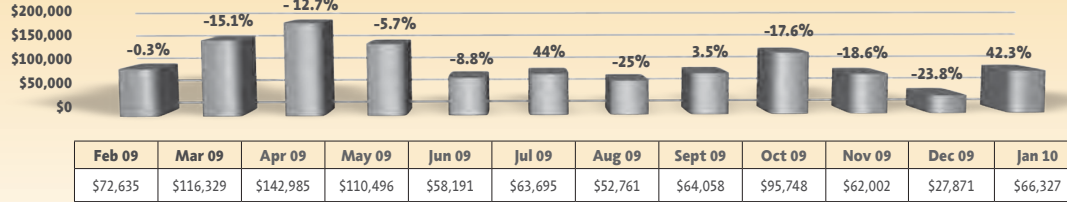
Myrtle Beach Area CVB secured interest from the show to offer two trips for two to Myrtle Beach to be given away on-air during the second season of the CBS hit game show. The trip has not aired yet, however viewership per episode averages 1.8 million.

**HORRY COUNTY ADMISSIONS TAX**

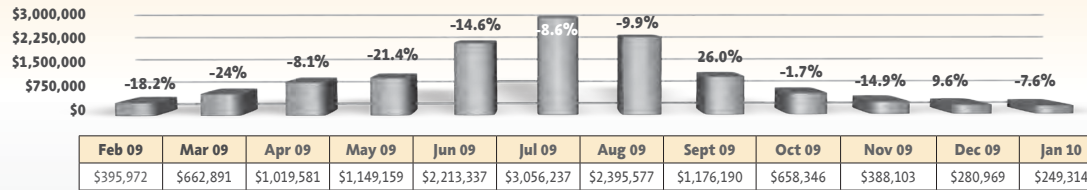


Percentages Shown Are Percent Change From Previous Year

**GEORGETOWN COUNTY ADMISSIONS TAX**

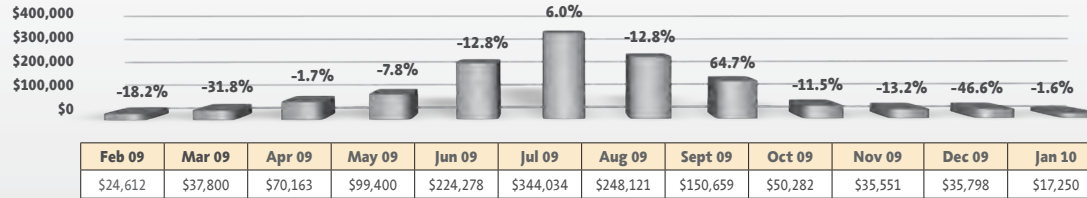


**HORRY COUNTY ACCOMMODATIONS TAX COLLECTION**

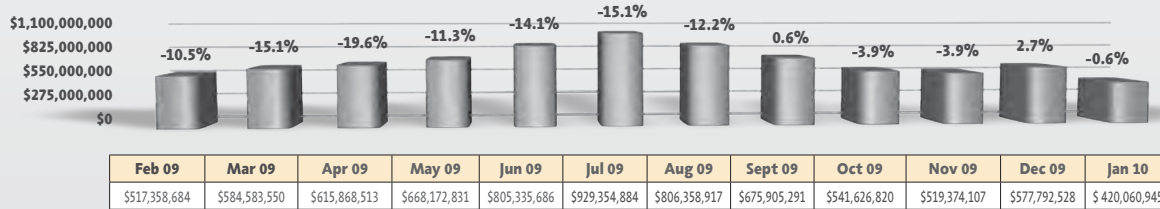


Percentages Shown Are Percent Change From Previous Year

**GEORGETOWN COUNTY ACCOMMODATIONS TAX COLLECTION**

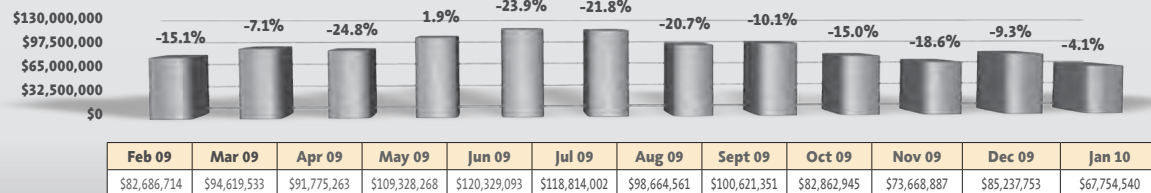


**HORRY COUNTY GROSS RETAIL SALES**



Percentages Shown Are Percent Change From Previous Year

**GEORGETOWN COUNTY GROSS RETAIL SALES**



For more information regarding additional research conducted by the chamber, contact Wendy Bernstein at [Wendy.Bernstein@VisitMyrtleBeach.com](mailto:Wendy.Bernstein@VisitMyrtleBeach.com)

Sources: S.C. Departments of PRT and Revenue

### UNIQUE *User Sessions*



JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

	Jan	Feb	Mar	Apr	May	Jun
<b>% Change</b>	54.41%	52.27%	48.87%			
<b>2010</b>	415,802	431,835	578,336			
<b>2009</b>	269,285	283,597	388,477	374,741	454,265	636,928

	Jul	Aug	Sept	Oct	Nov	Dec
<b>% Change</b>						
<b>2010</b>						
<b>2009</b>	661,649	362,303	219,612	209,757	193,073	166,664

### ADVERTISER *Referrals*



JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

	Jan	Feb	Mar	Apr	May	Jun
<b>% Change</b>	18.81%	6.27%	16.71%			
<b>2010</b>	483,403	488,516	686,713			
<b>2009</b>	406,873	459,712	588,396	525,240	637,311	973,668

	Jul	Aug	Sept	Oct	Nov	Dec
<b>% Change</b>						
<b>2010</b>						
<b>2009</b>	979,218	495,876	263,319	185,891	152,652	156,839

### YEAR OVER YEAR

YTD Referral Click % Change\*

Category	% Change
Lodging	+19.12%
Amusements	-12.43%
Theaters	+24.53%
Dining	+3.76%
Shopping	+5.44%
Watersports	+64.31%
Weddings	+35.19%
Golf	+0.12%
Additional Services	-28.71%

\*Jan. 1 - Mar. 31

For more information, contact: [Bill.Rosenthal@VisitMyrtleBeach.com](mailto:Bill.Rosenthal@VisitMyrtleBeach.com)

### OCCUPANCY PERCENT PER ROOM WEEK\*

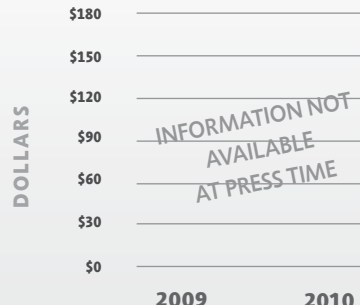


	Jan	Feb	Mar	Apr	May	Jun
<b>2010</b>	21.59%	31.11%				
<b>2009</b>	23.00%	34.50%	49.82%	52.82%	50.13%	67.79%
<b>2008</b>	32.12%	49.96%	55.21%	54.75%	45.91%	65.42%

	Jul	Aug	Sept	Oct	Nov	Dec
<b>2010</b>						
<b>2009</b>	66.49%	65.31%	59.23%	56.82%	42.20%	30.90%
<b>2008</b>	70.42%	73.73%	40.26%	51.23%	39.88%	25.22%

### AVERAGE DAILY RATE PER ROOM WEEK\*

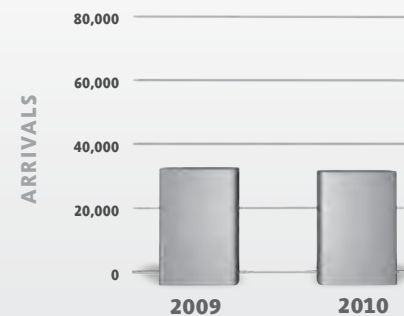


	Jan	Feb	Mar	Apr	May	Jun
<b>2010</b>	\$41.62	\$46.46				
<b>2009</b>	\$44.22	\$51.74	\$81.07	\$97.33	\$91.73	\$121.41
<b>2008</b>	\$58.54	\$73.02	\$82.28	\$99.05	\$89.34	\$124.70

	Jul	Aug	Sept	Oct	Nov	Dec
<b>2010</b>						
<b>2009</b>	\$109.44	\$120.10	\$94.04	\$74.28	\$64.94	\$53.25
<b>2008</b>	\$119.48	\$125.09	\$71.82	\$69.97	\$69.80	\$59.92

### JANUARY AIRPORT ARRIVALS



	2009	2010	Change
<b>Arrivals</b>	32,955	32,154	-2.4%

\*Dr. Taylor Damonte, Director • Clay Brittain, Jr.  
Center for Resort Tourism • Coastal Carolina University  
tdamonte@coastal.edu  
**Source:** Horry County Department of Airports

**HELP US HELP YOU**  
Provide data to CCU

By sending in your weekly numbers, you will be providing valuable data that helps us to keep updated information. For more information, please contact Dr. Taylor Damonte, director of Clay Brittain, Jr. Center for Resort Tourism at Coastal Carolina University, tdamonte@coastal.edu.

## CO-OP CORNER

The Myrtle Beach Area Chamber of Commerce advertising co-ops provide an opportunity to take advantage of negotiated discounted rates in order to stretch ad budgets. The range of co-ops available include a variety of online promotions, e-mail blasts, magazines and newspaper inserts. Also, the chamber will provide online creative support if needed by participants.

To learn more about these opportunities, contact Lynne Boykin, The Brandon Agency, at (843) 916-2000 or Lboykin@thebrandonagency.com. For a complete list of co-ops, go to MyrtleBeachAreaChamber.com and click on Marketing Strategies. Space is limited for each co-op and will be filled on a first-come, first-served basis. **To secure the discounted rates, each co-op must sell out in order for it to run.**

**Note:** In order to participate, members must contribute \$1 per rented room night for accommodations members that are not participating in the TDF tax, or a 1 percent marketing fee or a nonparticipating advertising cost for activities and dining members that are not participating in the TDF tax.

### Prep Traveler – September 2010

Prep Traveler is the growing demand of youth performance groups and amateur sports and event travel markets, focusing on the specific market needs. It features destination editorial coverage of the United States, Canada and the world, informative how-to columns on organizing trips, fundraising and personal growth through travel experience. Special sections are available for youth and sports friendly hotels, destinations and attractions. Prep traveler is the only national resource for youth performance and athletic groups to find and compare facilities suitable for hosting their trips and competitions. The guide offers hundreds of destination reviews, performance venues, educational travel opportunities, sports facilities and places for kids to have fun. Youth travel organizers rely on Prep Travel for easy trip planning, quick ideas and reference. National circulation: 26,000.

**Space Deadline:** June 12, 2010

**Ad Size and Cost:** 1/6 page, 2.375" wide x 4.875" high, \$1,025  
1/3 page, 4.75" wide x 5" high, \$1,565  
1/2 page, 7.5" wide x 5" high, \$2,320

In order for this co-op to run, we must have a minimum of six advertisers.

**Myrtle Beach Area Convention and Visitors Bureau Insider** is published monthly by the Myrtle Beach Area Chamber of Commerce, 1200 N. Oak St., Myrtle Beach, SC 29577.

If you have story ideas or questions, please contact Pat Creed, membership programs manager and CVB member liaison, at Pat.Creed@VisitMyrtleBeach.com or (843) 916-7225.

Printed by Inlet Printing Co.

### NTA Courier Magazine – September 2010 – South Carolina Travel Guide Feature

Courier magazine is the official publication of the NTA travel trade association. Their members include more than 650 tour companies – group, independent, inbound and outbound – and the tour suppliers and destinations they partner with. NTA tour operators move nearly 10,000 travelers each year. Their client demographics include seniors (83%), boomers (76%), students (55%) and everyone in between. The average NTA tour operator has 21 years experience in the industry. NTA tour operators rated Courier as the No. 1 valued travel trade publication.

**Space Deadline:** June 17, 2010

**Ad Size and Cost:** 1/4 page, 3 7/8 x 4 3/4, \$995

Space limited to four advertisers. Advertisers can purchase multiple spaces.

### Sherman's Travel Comprehensive Program – September/October 2010

With an audience of more than 4 million subscribers, ShermansTravel.com online properties, tools and products drive transactional behavior, increase brand and destination awareness and can help both destinations and providers build a database for future marketing efforts. Sherman's Travel magazine speaks to an audience of discerning travelers who seek the best value when planning their vacation – a focus on the truly "worth it," called Smart Luxury. Not focused on "budget" or "pay any price luxury," their mission is to inspire readers to travel, while also giving them practical advice, tools and direct booking links to do so.

**Space Deadline:** July 1, 2010

**Ad Specs and Cost:** Each advertiser receives 1/4 page ad in Sept./Oct. Sherman's Travel Magazine with a circulation of 270,000, 1,000 clicks on SPN Sept. 1-30, 2010, 25 words of text on the digital reader service sent to 4 million, Sept. 26, 2010, and one of four spots on the co-op e-newsletter to 200,000 geo-targeted subscribers. Cost is \$5,315 per participant

In order for this co-op to run, we must have a minimum of four advertisers.

## Where in the world is the CVB?

May 12-16	National Coalition of Black Meeting Planners	Fort Worth, TX
May 15-19	International Pow Wow	Orlando, FL
May 27	Greater Washington Society of Association Executives	Washington, D.C.

CVB-Group Sales is busy this month welcoming six groups with 3,030 attendees.